



Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

MARCH 2015

TO: Carol Schatz, Suzanne Holley, Nicholas Griffin, Lauren Reilly Mitchell

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Continue to provide media relations support to the DCBID'S events, including the GET URBAN office recruitment initiative.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.
- Continue to promote Carol Schatz as an industry and civic leader in local, regional and national business, trade and lifestyle magazines.
- Secure speaking opportunities for the DCBID that are advantageous to the marketing of the BID and Downtown LA as a whole.

PUBLIC RELATIONS

- **CTO Launch Press Release**

Per Client direction, Agency drafted press release announcing the launch of the GET URBAN Creative / Tech. Office Tours. Agency compiled tour information and upon receiving Client approval distributed to list of targeted media. Agency received interest from GlobeSt.com and LA Downtown News in covering the CTO initiative.

Agency secured an email interview opportunity for Carol with Globe.St.com. Agency secured questions, and upon receiving answers from Client, forwarded to reporter whose feature ran on 3.18.

Media Coverage

GlobeSt.com

3.18.15

LA Downtown News

3.24.15

Status: Complete.

- **Real Estate Forum: Women of Influence Nomination**

While Agency continued their efforts in pitching Ms. Schatz and the DCBID to targeted publications and editors, Agency discovered that Real Estate Forum was accepting nominations for Women of Influence: California and determined that Ms. Schatz was an excellent candidate. Agency drafted answers for the nomination form and sent to Client for approval on 3.6. With 4.10 deadline nearing, Agency resubmitted to Client for review on 3.30.

Status: On going. Currently pending Client review and feedback.

- **Los Angeles Business Journal: Women Making A Difference Nomination**

Upon learning of the Los Angeles Journal's 2015 Women Making A Difference Awards and Symposium, Agency determined that Ms. Schatz was an ideal candidate for the opportunity. Agency drafted nomination form answers and sent to Client for review on 3.17. Client provided feedback and sign off and Agency submitted the nomination on 3.18. Currently pending next steps from LABJ.

Status: Submission complete. Currently pending next steps in the nomination process.

- **Year End Market Report Press Release**

To accompany the completion of the Year End Market Report, Agency drafted a press release announcing the distribution of the report and sent to Client for review and feedback on 3.30. Client provided first round of feedback on 3.31, which Agency incorporated and resubmitted. The release is currently pending Client feedback and direction.

Status: Ongoing.

- **Los Angeles Magazine Inquiry**

On 3.12, Client received a request from a reporter at LA Magazine seeking the status and information of proposed building projects in Downtown LA. Per Client request, Agency facilitated in the communication between Client and reporter. Client provided Agency with the building data on 3.18, who then forwarded the information to the reporter.

Status: Ongoing. Agency continuing to monitor for publishing.

- **DCBID Marketing Board Report**

Per Client request, Agency compiled and prepared the Marketing Department Board Report for submittal by deadline. Agency forwarded final report on 3.02.15.

Status: Complete.

CREATVIE / COLLATERAL / ADVERTISING

- **Annual Property Owner's Invitation**

Per Client request, Agency design and presented the new Annual Property Owners invite artwork to Client for review on 3.2 and received feedback on 3.3. Agency revised artwork,

and resubmitted for approval on 3.04. Upon approval on 3.04, Agency facilitated the ordering, proofing, printing and fulfillment of the invitations, which were delivered to post office on 3.07.

Status: Complete. Client to follow-up with recipients via email reminders.

- **2014 Annual Report**

Agency compiled editorial, drafted new content and designed the DCBID 2014 Annual Report in advance of the annual Property Owners Meeting. In addition to drafting the introduction letter and Marketing Portions of the book, Agency collected content from other relevant departments. Upon the completion of collecting content, Agency incorporated copy into the Annual Report and sent to Client for initial review on 3.11. Agency received feedback, incorporated, and resubmitted to Client for review on 3.17.

Agency also facilitated in securing revised printing estimate, reflecting Client's request to order 1,500 copies.

Status: Ongoing. Pending final approval and sign-off. Once final approval is received, Agency will place printing order.

- **CTO Brochure Inserts**

After participating in the Bisnow Silicon Beach event in late February, Client requested Agency to research options of preprinted and tiered inserts for the CTO Brochure. Agency worked with Client and printer to secure final specs and forwarded an estimate with pre-printed and non-printing options. Shortly after approving the non-printing estimate, Client decided to handle internally.

Status: Complete.

- **GET URBAN Banner (2nd)**

On 3.19, Client requested high res artwork for the production and manufacturing of a second GET URBAN Marketing Banner. Agency forwarded press ready .pdf file on 3.19.15.

Status: Complete.

- **Q1 2015 Newsletter**

Per maternity work scope, Agency drafted, compiled content and facilitated the printing and distribution of the Q1 2015 Newsletter. Agency sent Q1 Newsletter Plan to L. Reilly Mitchell and received approval on 3.10. Agency then sent out calls for content to the team on 3.11 and continued to work on collecting everyone's copy to incorporate into the newsletter.

As part of their role in assisting with the layout of the Q1 Newsletter, Agency facilitated in the coordination of a photo shoot of new retailers that have opened during the quarter. Agency reached out to photographer on 3.17 to set up the photo shoot and discuss which businesses would be photographed to include in the report. Photo shoot occurred on 3.18.

Agency secured the printing and mailing estimates for the Q1 Newsletter and provided to Client on 3.17. Upon receiving OK from Client on the invoices, Agency incorporated content in newsletter and sent to Client for review on 3.24. After receiving Client revision, Agency incorporated and sent to Client for additional round of review on 3.26. Upon Client's approval on 3.27.14, Agency facilitated the printing and manufacturing of the newsletters, which are scheduled to deliver to the fulfillment house on 4.02.

Status: On going. Distribution expected Monday, April 6th.

- **Annual Property Owners Presentation**

Agency researched, designed and developed the initial draft of the 2014 Annual Property Owners PowerPoint Presentation and presented to Client on 3.31.15. Agency translated the 2014 Annual Report content into a digital format, using the previous presentation as a guide.

Status: Ongoing. Currently pending Client feedback and approval.

- **Way Finding Signage: Hunt Design**

Agency compiled Client and Agency feedback for Round 2 of the program and provided to Hunt Design on 2.27.15. Agency assisted in facilitating a new payment scheduled based upon amount of work completed.

Status: On going.

- **This Month in DTLA Newsletter**

In response to the distribution of the "This Month in DTLA" newsletter, Agency forwarded inquiry from the LA Times regarding setting up call to discuss upcoming events in 2015.

Status: Client responded to inquire. Complete.

- **Website Imagery: Hunter Kerhart**

On 3.02, Agency forwarded the purchased images from Hunter Kerhart to be uploaded into the DowntownLA.com property and business databases.

Status: Complete.

MEETINGS/CALLS/EVENTS

- MAR 02: MKTG MTG – (S. Holley, N. Griffin, J. Whaley, M. Filson, E. Shore, J. Halloran, N. Weiner)
- MAR 9: MKTG MTG – (S. Holley, N. Griffin, J. Whaley, M. Filson, E. Shore, J. Halloran, N. Weiner)
- MAR 12: CALL – (L. Reilly Mitchell, J. Halloran)
- MAR 16: MKTG MTG – (S. Holley, N. Griffin, J. Whaley, M. Filson, E. Shore, J. Halloran)
- MAR 23: MKTG MTG – (S. Holley, N. Griffin, J. Whaley, M. Filson, E. Shore, J. Halloran)
- MAR 26: CTO LAUNCH EVNT – (C. Schatz, N. Griffin, S. Holley, J. Whaley, M. Filson, E. Shore, K. Macy, N. Weiner)



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- MAR 30: MKTG MTG – (S. Holley, N. Griffin, J. Whaley, M. Filson, E. Shore, J.Halloran)

NEXT STEPS

- Secure Client feedback and approval and distribute the Year End Market Report and GET URBAN Post Event Press Releases.
- Execute upon the 2015 “pitch calendar” that combines editorial opportunities with key milestones in downtown LA.
- Continue to monitor for coverage of the Los Angeles Magazine feature on the new Downtown LA Skyline for which we presented content.
- Continue to monitor the LABJ, LA Confidential and Los Angeles Magazine feature pitches for Carol.
- Secure final approval and submit the Women of Influence Pitch to the Real Estate Forum and monitor for progress.
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to provide public and media relation's strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angeles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.